



Research on the Integration Strategies of Traditional Village Landscapes and Culture from the Perspective of Regional Culture: A Case Study of Longmen Village in Fuyang

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Abstract. Under the dual forces of globalization and urbanization, traditional villages face significant challenges in preserving their distinctive landscapes and cultural identities. The homogenization of architectural styles, lifestyles, and cultural elements not only diminishes the uniqueness of these villages but also weakens residents' sense of belonging and identity. This issue is particularly pronounced in some Chinese contexts, where an overemphasis on foreign cultural elements overshadows local traditions, leading to the gradual disappearance of regional characteristics. Given that culture forms the foundation of a village's vitality and enduring charm, the integration of landscapes and culture from a regional perspective is essential for maintaining cultural diversity and enhancing local identity.

Longmen Village in Fuyang, Zhejiang Province, serves as a representative case of a traditional village with a rich history, featuring well-preserved Ming and Qing architectural complexes and a deep cultural heritage. However, modernization has introduced challenges such as cultural dilution and the fading of its characteristic landscapes. This study explores integration strategies for traditional village landscapes and culture, grounded in regional cultural perspectives. Through analyzing Longmen Village, it aims to provide theoretical insights and practical approaches for the protection and development of traditional villages, addressing the critical need to balance cultural preservation with contemporary development.

Keywords: Traditional village, regional culture, landscape design, Longmen Village

1 Introduction

Regional culture represents the unique cultural expression formed over time within specific geographical environments[1]. It encompasses the natural environment, historical traditions, folk customs, and architectural features, embodying human adaptation to and

transformation of nature. Key characteristics include regionality, historicity, holism, and continuity[2].

Traditional villages, as carriers of regional culture, preserve valuable historical and cultural heritage[3]. They serve as historical witnesses, recording social life, architectural techniques, and rural societal transformations. They also maintain cultural inheritance by safeguarding traditional craftsmanship, unique folk customs, and rural social networks. Additionally, traditional villages reflect harmonious human-nature interactions, showcasing traditional construction wisdom and unique rural landscapes[4].

However, modernization poses significant challenges to traditional villages. The destruction of traditional architectural styles and uncontrolled modern construction disrupt spatial layouts. The outflow of young populations leads to the loss of traditional skills and a fading rural culture. Furthermore, conflicts arise between economic development and cultural preservation, modern lifestyle demands and traditional forms, and tourism growth versus authenticity retention. Addressing these challenges is critical to preserving the cultural and historical significance of traditional villages.

2 Analysis of the Current Situation of Longmen Village in Fuyang

2.1 Exploration of Cultural Genes

2.1.1 Cultural Genes in Material Cultural Heritage.

Longmen Village's material cultural heritage comprises ancestral halls, hall buildings, brick archways, an ancient pagoda, and a temple[5]. These architectural relics collectively form a "hall museum" of historical significance. Among these, ten Ming Dynasty buildings are particularly valuable, serving as vital resources for studying ancient social structures and lifestyles. The halls, named to reflect Confucian values like the "Five Constants" and "Eight Virtues," emphasize family teachings and societal norms. Examples include Xiaoyou Hall and Yude Hall, which serve both as residential spaces and cultural carriers.

2.1.2 Cultural Genes in Intangible Cultural Heritage.

The intangible cultural heritage of Longmen Village reflects the values of the Sun family, as seen in traditional wedding ceremonies and activities like temple fairs featuring local theater and dragon-light dancing[6]. These customs are integral to strengthening family and community identity. Sun family teachings—emphasizing virtues like filial piety and integrity—have inspired generations through stories of notable ancestors, including figures from the Three Kingdoms period and modern patriotic heroes.

2.2 Overview of the Issues in Longmen Village

2.2.1 Challenges in Material Space.

Longmen Village faces issues such as the deterioration of historical buildings, lack of harmony between modern and traditional architectural styles, and insufficient planning of public spaces. Efforts to update infrastructure often conflict with the need to preserve historical environments.

2.2.2 Challenges in Intangible Cultural Preservation.

The outflow of younger generations has hindered the transmission of traditional practices. Balancing tourism development with cultural preservation remains challenging, and traditional crafts are at risk of disappearing due to modern lifestyles' influence.

2.2.3 Limited Activation of Cultural Genes.

Despite initiatives like the Zhejiang Cultural Gene Activation Project, the unique cultural elements of Longmen—such as the Sun family's heritage and local traditions—remain underutilized. Architectural relics are inadequately preserved and displayed, limiting their historical narrative. The cultural industry lacks innovation, and potential intellectual property (IP) value remains untapped. Efforts to integrate Longmen's cultural identity into tourism and creative industries have been insufficient.

2.2.4 Underdeveloped Landscape and Cultural Integration.

Longmen's cultural and natural resources are not effectively utilized. Tourism services, such as guesthouses, lack local cultural integration, and opportunities in the night economy and digital innovations remain unexplored. Challenges in achieving economic and cultural prosperity persist.

2.2.5 Low Cultural Recognition and Branding.

Longmen's cultural identity has limited recognition in the global context. The village's brand lacks visibility and influence, restricting its potential for cultural leadership and broader exchange.

3 Application Strategies of Regional Culture in the Landscape Design of Traditional Villages

3.1 Design Principles

The design of traditional villages should prioritize cultural continuity, ecological sustainability, and regional adaptability[7]. Cultural continuity involves respecting the historical context, preserving regional characteristics, safeguarding intangible cultural heritage, and maintaining traditional craftsmanship. The retention of original spatial layouts is essential for preserving the village's authentic appearance. Ecological sustainability requires adhering to natural laws, protecting ecosystems, and employing native

plants and environmentally friendly materials to minimize environmental impact. Regional adaptability emphasizes tailoring designs to local conditions, integrating indigenous elements, and reflecting local characteristics while accommodating modern functional needs to enhance living quality.

3.2 Inheritance and Innovation of Cultural Elements

3.2.1 Continuation of Historical and Cultural Legacy.

Longmen Village, historically significant as the primary settlement of Sun Quan's descendants during the Three Kingdoms period, possesses profound historical and cultural value. Architectural preservation should respect this heritage by restoring and maintaining ancient structures such as the Sun family's ancestral hall, Yan Chi Ye Yue, and Baibu Yizhong. The principle of "restoring the old as the old" ensures the balance between ancient and new architectural styles. Restoration efforts should incorporate scientific techniques and traditional materials, especially for Ming and Qing buildings, including ancestral halls, hall buildings, brick archways, an ancient pagoda, and a temple. Detailed restoration documentation is crucial for future research and conservation.

Traditional craftsmanship can also enhance the village's cultural appeal. Architectural decorations such as wood and stone carvings or literary inscriptions serve as cultural showcases. Engravings of family mottos or local legends on doorframes and brick carvings deepen cultural awareness and beautify the environment.

3.2.2 Living Presentation of Intangible Cultural Heritage.

Longmen Village's rich folk traditions, including dragon lantern dances, lion dances, and temple fairs, form integral parts of its spiritual life. To preserve these traditions, the establishment of intangible cultural heritage training centers and cultural festivals is essential. Public spaces can be designed to host community activities and festive events, reviving ancient practices. Additionally, traditional handicrafts such as Sun Quan's wheat gluten, bamboo weaving, and brocade weaving, can be transformed into functional decorative items like bamboo lamps and brocade tapestries, enriching architectural interiors and preserving cultural transmission. Public spaces such as squares and halls should be thoughtfully planned to support community gatherings and exhibitions, fostering a vibrant cultural atmosphere.

3.3 Integration of Cultural Elements into the Shaping of Natural Landscapes

3.3.1 Protection and Development of Water Resources.

The Fuchun River and its tributaries are critical to Longmen Village's ecological health. Protecting water quality is vital, and wetland parks, along with aquatic plantings, can enhance the local environment[8]. Rainwater collection systems can irrigate green spaces, reducing reliance on external water sources. Preserving historical relics, such as ancient wells and streams, alongside their natural surroundings, integrates these elements into the village's cultural identity. Water areas, central to the village's natural

landscape, can offer recreational opportunities such as boating and fishing, with waterfront platforms and wooden walkways designed to bring visitors closer to the water. Celebratory activities, such as Dragon Boat races during the Dragon Boat Festival, can further elevate the village's cultural significance and attract tourism.

3.3.2 Protection and Utilization of Mountain Resources.

Mountains, as natural barriers, provide ecological protection and attract tourism. Measures like afforestation, slope greening, and increased forest coverage can improve air quality and wildlife habitats[9]. Hiking trails of varying difficulty can cater to diverse visitor needs, with rest pavilions and viewing platforms offering scenic breaks. Utilizing mountain resources for agriculture, such as tea and bamboo shoot cultivation, can boost farmers' incomes and offer tourists immersive agricultural experiences.

3.3.3 Creating a Harmonious Living Environment.

Landscape design should follow ecological principles to minimize ecosystem disruption. Environmentally friendly materials and energy-saving measures should be prioritized in construction. Promoting green transportation, such as pedestrian and bike paths, encourages low-carbon exploration of the village. Intelligent management systems, including rainwater collection and solar-powered lighting, can improve resource efficiency while preserving the village's environment.

3.4 Integration of Cultural Elements into Rural Branding and Promotion

3.4.1 Brand Positioning and Image Shaping.

Longmen Village's brand identity is rooted in its unique clan culture and historical significance. Core values, such as filial piety, integrity, and hospitality, form the foundation of its branding. A unified visual identity system (VIS), including logos, typography, and color schemes, should be developed to reflect the village's cultural heritage. For instance, traditional Chinese red with golden accents conveys solemnity, while calligraphy-inspired fonts evoke the essence of Jiangnan water towns.

3.4.2 Multi-Channel Promotion Strategies.

Digital platforms, including social media and short videos, provide opportunities to highlight Longmen Village's cultural heritage[10]. Official accounts can share historical and architectural stories, while influencer collaborations and online activities like photography contests engage younger audiences. Cultural tourism products, such as photo albums, board games based on the Sun family, and postcards, blend functionality with cultural depth, enriching the tourist experience and promoting cultural appreciation. Brand promotion drives economic growth, enhances social responsibility, and fosters national pride. It also stimulates local industries, attracts investment, and supports cultural heritage preservation, ensuring the village's lasting legacy.

4 Conclusion

Traditional villages, as vital carriers of Chinese culture, require landscape designs that balance historical preservation with modern needs. This study, using Longmen Village in Fuyang as a case study, examines strategies for incorporating regional culture into landscape design. It emphasizes the principle of "protection first, appropriate development, and sustainable use," aiming to preserve the unique cultural identity of traditional villages while facilitating their adaptation to contemporary development, ensuring the living inheritance and innovative advancement of traditional culture.

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